

PAT-NO: JP410143680A

DOCUMENT-IDENTIFIER: JP 10143680 A

TITLE: VIDEO DISPLAY DEVICE

PUBN-DATE: May 29, 1998

PAT-NO: JP02001320743A

DOCUMENT-IDENTIFIER: JP 2001320743 A ✓

TITLE: METHOD FOR INVESTIGATING PROGRAM VIEWER  
INFORMATION,

METHOD FOR USING VIEWER INFORMATION AND PROGRAM  
VIEWING

PUBN-DATE: November 16, 2001

INVENTOR-INFORMATION:

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APPL-NO: JP2000140629

APPL-DATE: May 12, 2000

INT-CL (IPC): H04N017/00, H04H009/00 , H04N005/44 , H04N007/173

ABSTRACT:

PROBLEM TO BE SOLVED: To provide a new method for using an actual condition of broadcast program viewing including video viewing as a total use state, and a new method for making a contract of a broadcast advertisement using their

data.

**SOLUTION:** A method to sum up viewer information on a program [REDACTED] from the time the consumer switched to present the information as [REDACTED] information with a program [REDACTED] and [REDACTED] the [REDACTED] information for viewing also in the viewing device, a method to guarantee an advertising opportunity contracted at the [REDACTED] and [REDACTED] the viewing device, and a method for a advertising contract to determine an advertising rate in compliance with the total audience rating, the number of [REDACTED] and listening or the [REDACTED] including [REDACTED] viewing, are used.

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